Red Wing Shoe Company, Inc.

Retail News

Vol.4 2002

New WORX Logo Introduced

The WORX brand recently introduced a new brand logo. The new mark reflects the closer association with WORX and Red Wing brands. The new logo uses a unique type font while retaining the orange and black color palette and introduces a direct link to the Red Wing brand.

"We have consistently heard from our retailers that linking the two brands would accelerate the consumer acceptance of our WORX product" said Tim Hutchson, VP General Manager of the Red Wing/WORX brand group. "Given the recent launch of our good, better, best product strategy that coordinates the WORX and Red Wing product offerings we felt the time was right to make the change".

The new mark will be phased into all of the WORX brand's communication efforts over the course of the next 3 to 6 months. Your Red Wing sales contact will advise you when the new POP materials are ready to order. Look for the new product packaging to begin shipping in the 4th quarter of 2002.

Coming Soon…

- **New packaging, point-of-purchase materials and advertising are in progress, and will soon be available to help you communicate WORX by Red Wing Shoes branding.**
- **Updated WORX truck graphics will be available for order in the dealer supply section of the 2003 Red Wing/WORX Catalog. This catalog begins delivery in December.**

Fall Red Wing Brand Advertising.

This fall the Red Wing brand is launching its most aggressive fall advertising campaign in the last 3 years. The national cable schedule debuts on September 8th and runs through mid-November. The schedule will deliver over 60 million impressions during the critical Fall selling season. The "Bed" commercial featuring Red Wing's SuperSole 2.0 product will be featured. Your Red Wing sales representative can share the TV schedule details with you. Remember that the "Bed" commercial is available in a :25/:5 version for your local ad efforts and qualifies for our 100% Fall co-op offer. Contact Customer Service and order item number 94161. (Beta) or 94385 (3/4).

S/D Lace Keeper Available Now!

Want to make static dissipative footwear more visible for your industrial clients? Want to get more orders of SD footwear? You can with the new easily identifiable SD Lace Keeper. Simply insert lace keeper on the shoelaces so your customer can easily show their employers they are wearing proper footwear while on the job, as well as demonstrate to co-workers Red Wings are a good fit for the job. Order your SD Lace Keeper (CIM# 98349) today! Note: CIM# 98349 is available for 50% co-op.

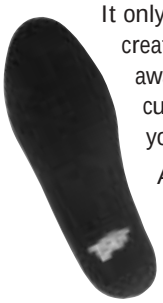
Red Wing Offers An Affordable Orthotic Solution For Add-On Sales

New Custom Foot Support System footbeds (CFSS) will be available in October, at a suggested retail price of $39.95.

This revolutionary "heat to fit" orthotic technology delivers comfort to your customers, and additional revenue to you. This foot care solution provides as good or better support and cushioning than those prescribed by podiatrists.

Three Easy Steps

1. Heat sole orthotic in a toaster oven for two minutes until soft and moldable.
2. Place the warm footbed into a pair of shoes and have customer stand on them.
3. Orthotic then conforms exactly to the shape of the foot, cools and becomes firm to provide necessary support where needed.



It only takes a few minutes of your time to create a satisfied customer who can walk away from your store with a complete customer foot support system. Order your CFSS sales supply today!

Ask your Red Wing rep about the sales program!

What's Inside

New Internet Coupon Promotion

Increase Foot Traffic With Direct Mail

WOW Customer Service

Service Shoe Designer Hired

We've Got More Muscle

100% Co-op Offer

The Shoe Horn
news and updates from retail training

WOW Your Customers

There are many different ways to describe why one salesperson is more successful than another. But, the single most important attribute in one word is ATTITUDE! Your attitude towards selling will determine how well you sell.

When customers leave your store do they say, "Wow, that was the best service I've ever had"? Well, they could. And it all starts with you and your attitude. Having a WOW attitude everyday is contagious, to your employees and to your customers.

While it may be hard to do, it is your choice. It takes a lot of effort and hard work. It is easy to get in a hurry or to cut corners, but the customer always loses. You can choose to be in a bad mood or to cut corners, or you can choose to WOW people everyday.

WOW service means many things to many people. It can be having the 13 AA in stock. It can be the extra time you take to measure both feet or to lace up both boots. It can be the clean appearance of your store or that you personally take off your customer's boots and put on the new ones. It can be the oiling service you offer to them free of charge or it can be as simple as a handshake to thank them for their business.

What does WOW customer service mean to you? Make your list. Ask your employees to make their own list. Share it with each other. And remind yourself of it everyday. Your customers will notice.

Address Changes

If you have changes to your store information shown on the dealer locator, please contact Jean Hill, Red Wing Shoe, 651.385.1210. The Red Wing Store Locator – making it easy for customers to find you, and buy from you.

The Value of Customer Service

More Letters From Customers

I shop at the Red Wing Shoe Store at Independence Blvd. in Virginia Beach. There is a very helpful customer service friendly person who works there named Amy. She always tries her best to answer questions and makes shopping at Red Wing a pleasant experience. She is an asset to your company.

Sincerely, James Khoury

I have worn Red Wing for some time. But having to find them in the city of Chicago has become quite a problem. Till I logged on to the web site and found the store nearest me. And because of the help from the Red Wing Store in Berwyn, the sales help found what I wanted and were able to get that sent to me from still another location. That was wonderful. So I'm writing this to thank the store at 7059 Cermak and the sales person, Tina. Just to let you know I'm still in Red Wings thanks to her help.

Happy with #950 10 1/2 D

Keith Thomann

I recently purchased my third pair of Red Wing work shoes and intend to continue to purchase your product. I want to now send a letter of recommendation. I drove 40 miles from my home in Kokomo, IN to the Red Wing Shoe Store in Lafayette, IN. This representative of Red Wing deserves a letter of good service note. Mr. Dave Norman, Asst. Mgr., was proud to sell Red Wing, very helpful and very service minded. I will now drive to the Lafayette location for future purchases as well as tell my fellow workers (I am a machine operator with Daimler/Chrysler Corp.) about the quality service at the Lafayette, IN store. It truly seems that no matter how much money is available for the consumer to spend, good service is getting harder and harder to find.

Thank you Mr. Dave Norman.

Sincerely, Monte J. Zinkan

P.S. Mr. Norman even mailed me two pair of shoestrings for later use. These things don't happen much more in today's fast paced world.

P.S.S. He asked me if I was a Union employee after I decided on the purchase and then gave me the 10% discount and had my out-of-stock size drop-shipped to my door with a follow-up call to make sure the sizing etc. was ok.

I have meant to write this letter earlier to your company. At Christmas time my husband and I went to your store located at 39 Faunce Corner Rd. in North Dartmouth, Mass. We just wanted to let you know we had a clerk by the name of Jessica Grana who was wonderful to us. My husband started wearing Red Wing shoes a few years ago and think that they are great. Well Jessica filled him in on more things about the shoe that he didn't know. You have a great employee in Jessica and we hope she is there when we go back. Red Wing Shoe Co. is very fortunate to have such a person employed in your company.

Sincerely, Noreen and Don Mosher

Dear Redwing Shoe Company,

Hi! I'm Justin Barlow. My dad and I have pairs of your boots. I just got mine about 3 days ago and I love them. I wear a 7 E in men's. I've wanted a pair ever since I was 5 years old. Please keep making great boots!

Justin Barlow, Age 11

New Opt-In Internet Coupon Promotion

Starting in September, a fall Web Coupon offer goes live on the internet to help drive new customers to local Red Wing Shoe Stores. The web coupons feature price discounts at levels traditionally used in many dealer marketing programs, such as $10 to $20 off regular retail pricing. Customers will be able to download and print a coupon to use when purchasing a new pair of boots or shoes, "AT PARTICIPATING DEALERS ONLY."

A special offer dealer locator will only include dealers that choose to participate in coupon discounts. Web coupon offers will include a disclaimer that it is only valid at participating dealers. We do not list a store as a participating retailer for these offers without signed permission. All retailers will continue to be listed in the main store locator.

Web traffic to the Red Wing and WORX brand web sites has grown to over 25,000 unique monthly visitors. To capitalize on our high web site traffic, the marketing communications staff developed the dealer opt-in coupon promotion for the web.

If you would like your store to be shown as a participating dealer in future Red Wing and WORX Internet offers please call Clare Pavelka for a sign-up form at 651-385-1104.

We've Got More Muscle

New merchandising shelf displays, icons, and corrugated displays has been designed to help promote the new Muscle Shoe styles. All display items can be ordered through your Red Wing Spring 2003 Selling Program.

New Designer To Focus on Service Casual Footwear

The Tech Center recently hired an experienced footwear designer to develop men's and women's duty/service casual shoes. Debby Flaks experience includes WPI (an importer in NYC), Airwalk, Easy Spirit (a division of the Nine West Group), and Ariat. The Baltimore-native earned her fine arts degree before completing a footwear design program at FIT in New York City.

Catalog Corrections

WORX Catalog

- Index Page 5, please note that styles:
  6550, 6551, and 6552 should be Men's.
- CSA Styles – please note that styles:
  5573 (pg 6/27)
  5571 (pg 10/27)
  5570 (pg 11/27)
  5576 (pg 20/29)
  5578 (pg 21/29)
  5572 (pg 21/29)
  5577 (pg 22/29)
  are only available to the Canadian market.

New Product Guide

- Styles 5596 & 5597
  The pictures on page 17 in the WORX section are reversed - the leather description is correct, but the pictures are reversed.
- Style # 2249:
  The sole is not heat resistant, it is oil and slip resistant only.

Increase Foot Traffic With Direct Mail

A fall direct mail campaign developed to help you sell more winter and/or wet weather merchandise is well underway. This direct marketing campaign, which runs Sept. 23 - Nov. 16, qualifies for Red Wing's 100% fall co-op bonus offer!

Four postcard versions were designed to meet specific geographical concerns. Storeowners and dealers selected the version most beneficial for their region.

Plans are in motion to stagger postcard mailings to accommodate seasonality issues. The northern regions, which experience cold weather sooner, will have their post card mailings sent the second week of September. Other regional postcard mailings will follow and be completed by September 29.

Don't want to miss out on the next direct mail opportunity? Be sure to keep in touch with your DRM for direct mail news, or be on the lookout for a sign-up form in the mail.

Direct questions and/or feedback to Jane Sturges at 651-385-1808, or jane.sturges@redwingshoe.com.

Back Order Update

There are three main issues causing the majority of our Red Wing brand backorders:

1. The recent consolidation of our Minnesota production into one plant.
2. Late delivery of footbeds from one of our suppliers.
3. Sales of Muscle Shoes have exceeded forecast.

To catch up, the Minnesota facilities are working overtime as needed in some areas, focusing on manufacturing process improvements. Also we are utilizing available capacity in other facilities to help meet current demand and rebuild stock levels.

We are in daily contact with the footbed vendor, working with them to provide accurate delivery information. When footbeds do arrive we are pulling employees from other areas of our business so we can ship orders as quickly as possible. We are also ramping up two new manufacturers to provide alternative resources.

The Muscle Shoe sales continue to exceed forecast on a weekly basis. Unfortunately, the Muscle Shoes use sourced uppers. We are working with our supplier to expedite orders and are implementing plans to increase our production levels.

We believe the actions we have undertaken will resolve the back-order situation. We thank you for your patience and support.

Red Wing Shoe Company Brings Music To Danville

Red Wing Shoe Company provided transportation for New York's "Singing Policeman" Daniel Rodriquez who performed at the Great American Brass Band Festival in Danville, Kentucky on June 16.

We donated the use of our corporate jet and two-man crew to transport Rodriquez and other representatives of the New York City Fire and Police departments from New York City to Danville, Kentucky and back.

"Donating our plane and crew to show support of the Danville Community was an easy decision for us. We have 250 Danville based employees that every day proudly make the best work boots for America's everyday heroes – like fireman and policeman," said Dave Murphy, president of Red Wing Shoe Company.

Rodriquez performed a "Celebrate America" music selection along with the Millennium Brass, Marine Brass Band Quintet and Advocate Brass Band.

Daniel Rodriguez performed at the Great American Brass Band Festival.

100% Co-op Dollar Bonus!

Hurry! Take advantage of our special Fall 100% co-op incentive on ads featuring Red Wing's SuperSole 2.0, insulated, waterproof or Muscle Shoes styles from September 3, to October 25, 2002.

Any newspaper, radio, direct mail, billboards and television ads featuring these products are eligible for the co-op bonus. You will be credited 100% for your efforts up to the remaining balance of your earned 2002 co-op allowance.

To qualify ads must:

* Run during the period of September 3-October 25, 2002.
* Comply with Red Wing's 2002 Co-op guidelines.

Note: *Yellow pages and point of purchase items are not included in this special offer.*

Send your proof of advertising with RWSC's Cooperative Advertising Claim Form (Item # 94102) to the Co-op Advertising Department, 314 Main Street Red Wing, MN 55066 before November, 15th. Claims received after November 15th, will only be reimbursed at the normal 50% rate.

Red Wing Shoe Company, Inc.
314 Main Street
Red Wing, MN 55066-2337

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